

Rep Order# 8853852 Ver# 1 Status New
EC'd Yes

Traffic Order#

37089

Printed: 08/21/2012 8:48 AM
Last Received: 08/21/2012 7:36 AM
Showing Buylines: All Lines

1 of 2

Station KLAS-TV LAS VEGAS
Advertiser () DCCC-DEM CNGRS CMPG
Product ISSUE
Estimate# 1474
Buyer Katie Keuleman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1474
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	5A-6A	8 NEWS NOW AT 5A	:30	\$1,000.00	10/02-10/08	0	0	0	\$0.00	
	2	TU-F,M	6A-7A	8 NEWS NOW AT 6A	:30	\$1,200.00	10/02-10/08	1	1	1	\$1,200.00	
	3	TU-F,M	7A-9A	CBS THIS MORNING	:30	\$1,000.00	10/02-10/08	1	1	1	\$1,000.00	
	4	SA	5A-7A	CBS THIS MORNING SATURDAY	:30	\$550.00	10/06-10/06	0	0	0	\$0.00	
	5	SU	6A-630A	8 NEWS NOW SUNDAY MORNING- #1	:30	\$400.00	10/07-10/07	0	0	0	\$0.00	
	6	SU	630A-8A	CBS NEWS SUNDAY MORNING	:30	\$2,000.00	10/07-10/07	0	0	0	\$0.00	
	7	SU	8A-830A	8 NEWS NOW SUNDAY MORNING- #2	:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	
	8	TU-F,M	12P-1230P	8 NEWS NOW AT NOON	:30	\$850.00	10/02-10/08	2	1	2	\$1,700.00	
	9	TU-F,M	4P-5P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,300.00	10/02-10/08	2	1	2	\$2,600.00	
	10	TU-F,M	5P-630P	8 NEWS NOW ROTATION	:30	\$1,500.00	10/02-10/08	2	1	2	\$3,000.00	
	11	SA	5P-530P	8 NEWS NOW AT 5PM-SAT	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
	12	SA	630P-7P	8 NEWS NOW AT 630PM-SAT	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
	13	SU	5P-530P	8 NEWS NOW AT 5PM-SUN	:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	

8/23

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	10 14	SU	630P-7P	8 NEWS NOW AT 630PM-SUN	:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	
	15	TU-F,M	11P-1135P	8 NEWS NOW AT 11PM	:30	\$2,200.00	10/02-10/08	0	0	0	\$0.00	
	11 16	SA-SU	11P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,100.00	10/06-10/07	2	1	2	\$2,200.00	

---REPORT TOTALS---

Report Totals: 15 / \$17,800.00

---SALES MONTHLY TOTALS---

Oct 12: 15 / \$17,800.00

Sales Totals: 15 / \$17,800.00

Station Totals: 15 / \$17,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$89,000	CABL	0%	KLAS	20%	KSNV	50%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+